



Tourism & Events Department  
7506 E. Indian School Road  
Scottsdale, AZ 85251  
480.312.7177

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**To:** David Scholefield, Chairperson  
Tourism Development Commission

**From:** Steve Geiogamah, Tourism Development Manager

**Date:** May 16, 2017

**Subject:** Scottsdale International Film Festival

At the May 16 TDC meeting, Scottsdale International Festival will provide an event activity update. The film festival will be celebrating its 17 year in Scottsdale in November and has showcased more than 450 films from over 80 nations and has attracted over 90,000 attendees.

On August 16, 2016 the commission recommended community event funding in the amount of \$16,500 toward the 2016 film festival. The festival has participated in the community event funding program for 5 years and has received \$66,500. All event funding contractual requirements have been met.

Staff is currently considering event funding partnership options with the Scottsdale Film Festival. Any future event funding considerations will be presented to the commission at an upcoming meeting.



## **Amy Ettinger – Executive Director and Founder**

### **Introduction:**

The Scottsdale International Film Festival (Festival) programs an array of films to foster a more meaningful and empathic understanding of the world's cultures, ethnicities, religions and lifestyles. The Festival brings together filmmakers and audiences to give local film lovers access to foreign and independent films, which might otherwise never be brought to Scottsdale movie houses. The Festival is a well-established part of Scottsdale's cultural landscape. However, in re-entering the local Arts scene independent of Scottsdale Arts, we are experiencing many of the challenges that new Arts entities face.

### **Mission statement:**

The Scottsdale International Film Festival is a destination event and catalyst for connecting diverse filmmakers from around the world with film lovers in a fresh, thought-provoking, and enduring community of support.

### **Vision statement:**

The Festival unites Arizona with the world through the expression of film.

### **Current season plans:**

- The Festival will tap prominent local champions and attendees to forge new relationships and help build capacity within the organization.
- The Festival will partner with restaurants to offer meals and revenue shares and/or ad sales.
- The Festival will create sponsor-able components such as a Presenting sponsorship, Film Title sponsorship, Opening Night/Closing Night sponsorships, and premiers/screenings sponsorships.
- The Festival will start a co-branded year-round monthly film series in Scottsdale at a Harkins Theatres.
- The Festival will target for sponsorship film festival-centric industry verticals such as auto dealers, hospitality properties, banks, and healthcare services.

### **Future plans:**

Enrich Community Relationships to Grow the Festival's Economic Impact

#### **GOAL 1** Strengthen and expand community business collaborations and partnerships.

- Create and implement a prioritized community business outreach plan.
- Create year-round marketing plan with Experience Scottsdale.
- Educate businesses on the role, importance and impact of the Festival.
- Retain/grow the Festival's reputation among independent filmmakers.

#### **GOAL 2** Expand the Festival audience.

- Develop a prioritized audience expansion plan that targets both residents and visitors.
- Increase subscribers, impressions etc. for all social media platforms.
- Host in-home/personal filmmaker salons with local tastemakers and influencers.